**CHETAN SHARMA**

(Sector 14, Gurgaon)

**Ph.no. +91 8860608058** **Email id -** [chetansharma2me@gmail.com](mailto:chetansharma2me@gmail.com)

**Aim:** To work in an environment conducive to professional growth and to become an asset for the organization.

**Skill Set**: Analytical approach, Sound knowledge of BI (Business Intelligence), New Product Development, Product Life Cycle Management.

**Summary**: Professional with 3.2 years of experience in project implementation, product management of MVAS/ mobile applications products and services. Job profile includes New product Conceptualization & Implementation, Business Presentations, Concept and Designing-UI (User Interface) for various products, promotional packs and subscriptions, managing the products, MIS reports and also takes care of the contents, offers, specials, zones, etc.

**Work Experience:**

**DigiVive Services Pvt Ltd - Gurgaon**

**Duration: Dec 2010- Till date (3.2 Years)**

**Designation**- Assistant Manager (Product & Marketing)

**Key job responsibilities include**:-

* New Product Conceptualization. Enhancement and life cycle management of existing products and services
* Work with internal design, business and technology teams to drive the entire product implementation cycle.
* Documentation: Create flow diagrams and wireframes, product documents, product concepts notes, sales pitch presentation, etc.
* Continuous data Analysis to enhance revenue as well as usage of services.
* Operator operations: Ensuring efficient delivery of quality services to the operator.
* Formulate new tariffs and alter existing tariffs and getting it configured in coordination with the departments like IT Billing & Revenue assurance team.
* Defining the product roadmap through identification of new features, tools and getting it implemented through technical teams and vendors.
* Continuously analyzing the non-RES base and running various promotional offers so as to win back the subscriber
* Usability testing, consumer survey and feedback analysis.
* Market Intelligence- includes secondary market research, competitive mapping, etc.

**Projects/Product Launches –**

* + Mobile TV and Off-Deck mobile applications- nexGTv (Mobile TV application over 14 millions Subscribers). nexGTv Mobile TV is one of the best application which offers a compelling end-user experience to view Live TV on mobile devices. It is the easiest to access to over 150 + Live TV channels, Replay and On-Demand content.
    - Key Role: Product definition, feature mapping, UI designs, PLC management, Product Roadmap, Acquisition strategy, Churn management, content deck management, data analysis.
    - Launched Telecoms: Idea, Vodafone, Airtel, MTNL, BSNL, MTS.
  + **nexG Account:** Conceptualization & Implementation of virtual wallet system with Digivive’s launched products
  + **nexG games:**

nexG games has 1000+ games from racing, action, arcade, puzzles, sports and so much more….nexG games is a one stop solution for all that customer would ever want from the world of gaming! Need for speed, a little brain exercise, time for action or some dose of sports, it’s all here! nexG games is a mobile application and a complete gaming store in itself which lets you choose and download your choice of games from different genres, rate and review them and share it with your friends on social media. It supports all types of games i.e. browser based games, downloadable games, social games and more. It has genre wise listing of games hence making it easy for you to choose what you want to play.

* + - Key Role: Conceptualization, SOW with development Vendor/ vendor management Product definition, feature mapping, UI designs, Content acquisition, PLC management, Product Roadmap, Acquisition strategy, Churn management.
    - Launched on BSNL
  + **Video Alerts:**

Conceptualization, SOW with development Vendor/ vendor management Product definition, feature mapping, UI designs, PLC management, Product Roadmap, Acquisition strategy, Churn management.

* + - Yet to be launched

**PROFESSIONAL AND ACADEMIC QUALIFICATIONS**

|  |  |  |  |
| --- | --- | --- | --- |
| Degree | University/Board | Name of Institute | Marks/CGPA |
| MBA | SMVDU | Shri Mata Vaishno Devi University, J&K | 7.03 CGPA |
| Graduation | University of Jammu | Govt. degree college, J&K | 67.33% |

**PERSONAL VITAE**

Name: Chetan Sharma

Date of birth: 19/02/1987

Marital status: Unmarried

Father’s Name: Sh. Varinder Sharma

## Language proficiency: English, Hindi & Punjabi

Email id: [chetansharma2me@gmail.com](mailto:chetansharma2me@gmail.com)

Permanent Address: Kathua (J&K)

**CORPORATE REFERENCE**

Available if required

Date: 16/ Jan/2014 (Chetan Sharma)